Data Management:
The Achilles Heel of Precision Ag Technologies
$8 BILLION
The industry lacks basic data management tools that are essential for success.
The industry has created a chain of isolated data islands.
Farmers will not pay for you to build infrastructure.
22+ Years of Experience

8 Offices
3 Global

+125 Million Acres
“It is the data management, stupid.”
A Holy Grail of farming apps is a mythical solution.
Every industry has its own set of rules. In emerging industries, many of the rules are not written. However, organizational leaders must know how their products fit into the rules of the larger industry as a whole. If they don’t, the power of those invisible rules will grab them and sweep them away like an ocean’s strong, unseen undercurrent.

(Paraphrase)

- CLAYTON CHRISTENSEN
  Harvard Business School Professor, Author
Lack of understanding leads to disaster.
Once the invisible laws and rules are understood, incredible progress becomes possible.
Islands of API Integrated Partnerships
Scattered Islands of Partnerships
Scattered Islands of Partnerships
What the industry needs.

Independent Central Data Repository

- Data Collection
- Analysis
- Logistics
- Nitrogen RECS
- Imagery
- Seeding RECS
What we have built.

- Independent
- Standardized
- Centralized
- Secure
- One-to-Many API Integration
Eventually, the entire ag vertical links back to the geospatial data of a farm field.
Seamless Integration

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